

INNOVATION DIRECT™

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Flavor Savor Invention In Search of Licensee

A simple yet innovative new product designed to address a common problem related to maintaining optimal food freshness, the **Flavor Savor**, has been developed by Gary Jackson of Crawfordsville, Indiana. The invention's unique design provides its users with a hassle-free and efficient manner to keep foods items stored in refrigerators and freezers free of foul tastes and odors.

One of the most common household-related annoyances relates to eagerly anticipating the enjoyment of a food or snack product that has been stored in one's freezer, only to find that its taste has deteriorated during the period it has been there. It can often be difficult to determine the cause, especially if the would-be consumer of the item is under the impression that it was properly sealed. Unfortunately, there are often occasions when discarding the product is the only alternative, which results in both frustration and a loss of the money it took to purchase it.

With these types of undesirable scenarios in mind, the **Flavor Savor** has been conceived. The **Flavor Savor** will be easy to implement with a variety of differently sized containers. The product enhances the enjoyment of a number of different foods and snacks by preserving their original flavor. Additionally, the **Flavor Savor's** proprietary features render it capable of forming an airtight seal. It also helps its users save money by eliminating the need to throw away food items that have gotten ruined and lost freshness.

The inventor of the **Flavor Savor** has developed a working prototype that has been utilized with success. The product is also in patent pending status with the United States Patent and Trademark Office.

The inventor of the **Flavor Savor** now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the food accessories industry are currently being targeted as candidates to eventually commercialize the **Flavor Savor** on a worldwide basis.

In July 2013, Mr. Jackson contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the **Flavor Savor** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the **Flavor Savor** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.